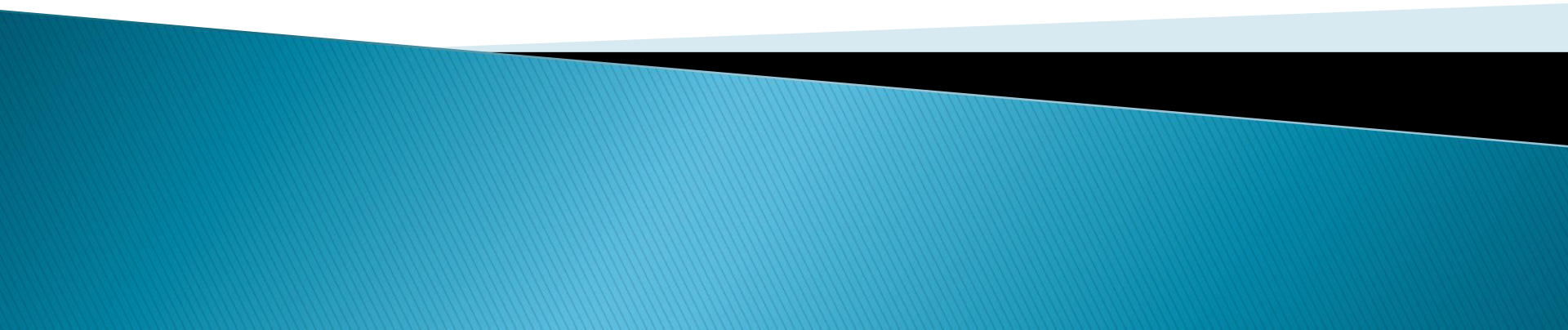


Kentucky Lead Workgroup Communication & Public Education

March 15, 2017



Communication & Public Education


- ▶ Overview of current communication
- ▶ Identify opportunities for small, medium & large utilities
- ▶ Recommendations for communication & public education
- ▶ Available resources

Current Communication

Which Cleveland suburbs have the most lead water pipes?

BY: News 5 Staff
POSTED: 6:10 PM, Mar 9, 2017
UPDATED: 6:21 PM, Mar 9, 2017

f t



In the past, we've uncovered lead poisoning problems plaguing the City of Cleveland as more than a thousand Cleveland children test positive for elevated levels every year.

But now we're taking a closer look at which suburbs are also at risk.

drop in SE Michigan

ENTER ZIP CODE OR CITY
Get Local Weather Radar & Forecasts.

GOOD HEALTH

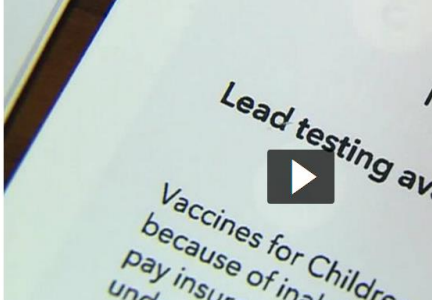
Detroit takes action against lead exposure after Flint water crisis

Detroit Lead Safe Coalition tackles lead exposure in Detroit

By Frank McGeorge - Reporter , Derick Hutchinson

Posted: 11:36 PM, March 09, 2017
Updated: 11:36 PM, March 09, 2017

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Pittsburgh Post-Gazette
post-gazette.com

March 10, 2017 9:24 AM
29°
7-day Forecast

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How Do Rebates Lower Prescription Drug Costs

Drug Benefit SOLUTION

City partnership will pay for free lead filters for PWSA customers

Mayor announces a new plan to provide free lead filters to Pittsburgh Water & Sewer Authority customers.

March 8, 2017 11:23 AM



Nearly one million news stories – top hits all focus on lead and drinking water

Current Communication

- ▶ Much of the current communication primarily focuses on lead and drinking water
- ▶ Media attention focuses largely on the water utility/water treatment aspect
- ▶ Most Kentucky water utility websites contain little to no information on lead

Communication Gaps

- ▶ Lack of a holistic communication on lead (more than drinking water)
- ▶ Water utility providers not always positioned as the experts on water quality
- ▶ Reactive communication
- ▶ Gap in overall communication about water quality/public health

Communication Gaps

- ▶ Materials are wordy, lots of text and limited visuals
- ▶ Silo communications – lack of coordination in relaying information to the public
- ▶ Communication/public education training for water utility professionals

Opportunities

- ▶ Create a community dialogue on lead with a foundation on overall water quality
- ▶ Includes water providers, customers, health departments, doctors and other key stakeholders
- ▶ Develop consistent messages that are easy to locate, visual and available in a variety of formats

Opportunities

- ▶ Elevate the overall recognition of water quality/public health
- ▶ Develop training opportunities for water quality professionals – fold communication/education into existing training
- ▶ Develop communication/education course

Focus on water quality

WATER QUALITY



Public Health



Lifeline to a Community

Use the attention on lead/drinking water to
create an overall focus on safe drinking water

Identify Key Stakeholders



Key Stakeholders

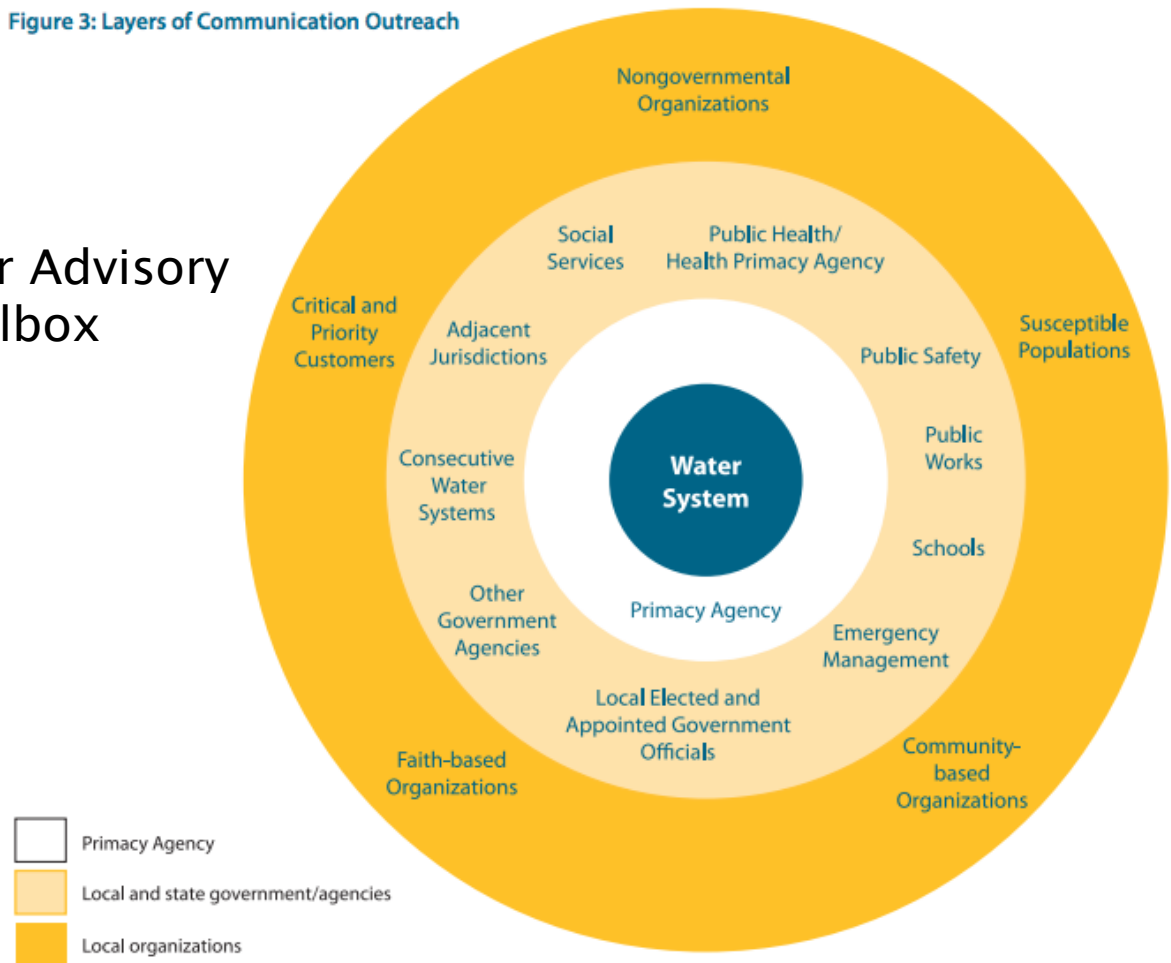


Creating a local network

Figure 3 shows how creating a local network can extend an agency's outreach capacity.

Figure 3: Layers of Communication Outreach

From CDC Drinking Water Advisory
Communication Toolbox



Delivering the Message

- ▶ Identify communication channels
 - In-person
 - Printed materials
 - Website
 - Stakeholder websites
 - Media (traditional and digital)
 - Assets within key partners (bulletin boards, newsletters)
 - State resources (KY DOW, Dept. Of Public Health, statewide campaigns)
 - National resources (AWWA, NRWA, EPA, CDC)

Consistent Message

- ▶ Templates/key messages that can be tailored to communities
- ▶ National efforts underway:
 - AWWA – customizable materials on general lead information, testing drinking water, plumbing, service line replacements, aerators, etc.
 - LSLR Collaborative – Independent non-profit brought together over 20 organizations to focus on service line replacements

Consistent Message

- ▶ CDC Drinking Water Advisory Communication Toolbox – materials can be tailored for a variety of water quality messages
- ▶ Kentucky Division of Water – overall information on lead/copper rule in Kentucky
- ▶ EPA – overall information lead (sources, poisoning, drinking water, etc.)

Move to a visual message

Text and photos relay an easier to understand message

Flushing your pipes daily helps improve water quality. It's easy to flush the water line:

- Each morning or after extended periods of no water usage, run cold water from the highest point in your home, which is typically a bathroom/bathtub faucet. Allow a strong stream of cold water to run for a minimum of two minutes.
- Flushing a toilet twice or running a shower or bath will flush your lines.
- Allow the cold water line to run for a minimum of two minutes before using the water for cooking or drinking.
- Remove any faucet aerators and clean them of any particles that may have accumulated. (The aerator is usually at the top of the tip of most faucets and can be screwed on and off.)
- Discard two cycles of ice from automatic ice machines.



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Cleaning your faucet's aerator can also improve water quality. Follow these simple steps:

- 1 Remove the aerator, turning it clockwise. You might need pliers or a wrench.
- 2 Keep the parts in the order you removed them.
- 3 Rinse the pieces and brush off any particles.
- 4 If there is mineral build up or rust, soak the parts in vinegar and brush with a toothbrush.
- 5 Replace any broken parts.
- 6 Put the assembly back together.



Washer
Bushing
Screen
Outer Housing
Aerator Body

Summary

- ▶ Working with key stakeholders, develop a holistic communication on lead
- ▶ For drinking water, develop consistent, visual messages
- ▶ Develop communication/education training – look to fold this into existing training